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**BROADCASTERS VICTORY COUNCIL**  
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HALF-A-CANDLE FOR THE BVC \*\*

We can't let this week whizz by without commenting on how it marks the completion of a half year's effort by the Broadcasters Victory Council. We started life last winter as a liaison group between the industry and a jungle of government agencies. Frankly, we were needed. There was the doggeddest maladjustment between radio and all those sundry agencies making up the government that you ever saw. Everyone seemed to be pulling on a different oar, and nobody gave a hoot about the rudder.

That's changed now. Changed plenty. We think industry-government relations are really getting into consistent harmony. Of course we still have a few dissident elements who want to bail water into the boat while everyone else is bailing it out. But on the whole, industry differences have been shelved in alert recognition of the grim job before us.

If you'll pardon a roll on the drums, the BVC feels that its efforts on behalf of a war-gearred radio industry have not been waste motion. We represent, of course, all the trade elements which go to make up the business of broadcasting. If we take sides at all, it's only their collective side.

A word, too, is in order for the official agencies whose understanding and help have made the work of the BVC incalculably easier. We think they now understand our problems. We strive continually to grasp theirs. The result is a mutual co-operation. And it seems a gratifying proof of that co-operation when the government takes up cudgels against a self-made czar of music whose "gimmie" tactics threaten to hamper radio's fulfillment of its war duties.

To our way of thinking, no other public medium has gone quite so wholeheartedly far in supporting the war effort - and with such sweeping results - as has broadcasting. Radio's successes, let us nonetheless warn you, are no cause for radio to sprain a wrist patting itself on the back. Later, maybe - but not now, bud. No matter what you've done thus far, and we're sure it's a lot, you have plenty still to tackle. Whenever you feel like you want to stop peddling and coast for a little while - don't.

Incidentally, the BVC has been happy to have your comments, suggestions, reports, raps on the knuckles and garlands of honeysuckle. But above all else - and because this is war, not a sales campaign - we want and appreciate your earnest, intelligent co-operation, your initiative and the use of your God-given brainpower. Keep it up.

FOR THIS, WE FIGHT \*\*

We've been asked by the OWI's Radio Bureau....it used to be "Radio Division," but somebody with a newspaper mind changed it to "Bureau"....to advise you that coming up in a few weeks is the first anniversary of that epochal occasion when



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Franklin Roosevelt and Winston Churchill got together at some secret point - betwixt the New and the Old Worlds - and drew up the Atlantic Charter.

That Charter has turned out to be historically important, and the passage of twelve months only enhances its importance. For one thing, it was the cornerstone of the entire United Nations idea - which is the conviction that all liberty-loving nations must work and fight as one against the tyranny that today stalks so much of this earth.

August 14 is the anniversary date. But now is the time to start thinking about special shows - programs that will bring home to your listeners the significance of those post-war aims set down, in plain words, at the unnamed rendezvous of the Atlantic. The historic document, you'll recall, contained eight points. In substance, it established these four basic objectives -

- (1) Abandonment of force, aggression and territorial aggrandizement by all nations.
- (2) Self-determination of peoples regarding their own form of government.
- (3) Equal access for all peoples to raw materials; full economic collaboration, and freedom of the seas.
- (4) The guaranteeing to every human being of freedom from want and freedom from fear.

The Charter has been adopted by all 28 of the United Nations as the most important single document to set forth all of the principles for which we collectively fight. But the Atlantic Charter speaks in abstracts. Radio has the job - on August 14 and every other day of the year - of bringing home to listeners these principles in everyday, concrete terms. How? Here's what the OWI suggests....

Three things should be stressed: (1) The Four Freedoms (of speech, of religion, from want and from fear) and what the Charter means in tangible terms to the man in the street; (2) the fact that the Atlantic Charter is world-wide in scope; and (3) the importance of the United Nations idea in winning the peace as well as winning the war.

Tell your listeners that we must remain united to achieve victory. Single-handed, no nation can guarantee to people everywhere that they shall have the basic freedoms. Together, all the 28 United Nations can attain freedom throughout the globe.

The OWI has prepared some mighty interesting material on Atlantic Charter Day and its importance. This is being sent along to all broadcasters. We suggest you keep a watch for it, and make the most of the excellent program suggestions it presents.

#### HOW'S YOUR POSTAGE BILL?

If you're in this new business of selling War Bonds directly over the air (as outlined last week in BVC Newsletter #25) - and if you're not, you're failing to back up Johnny Doughboy - then you may have felt a few inner qualms about the 18 cents worth of postage you have to plaster on the outside of every





registered letter in which you sent a War Bond to its purchaser. For every hundred Bonds your persuasive powers sell, it takes \$18. A thousand Bonds, and the Post Office Department gets \$180. Keep that up very long, and the wolves'll be gnawing down the antenna mast.

You may now rest more easily however, since the Treasury Department informs the BVC that there is no intention broadcasters should shoulder these registered mail fees. Arrangements have been made through the Federal Reserve Bank for full reimbursement. Get in touch with the nearest bank that's a member of the Federal Reserve - surely you must have one in your town - and they'll provide the details.

And keep plugging the War Bonds - over the air, to studio visitors, through special promotions, at station-sponsored booths, even peddle 'em from pushcarts if you have to. But give it all you've got.

#### IF YOU HAVE A RURAL AUDIENCE \*\*

Speaking of Bond-selling, which we just were, a neat suggestion comes to hand from WSVB down at Harrisonburg in the mountains of Virginia. Program Director Dick Johnson notifies the Treasury that WSVB has "cleared with the Post Office Department locally to accept inquiries which we receive by mail. The rural carrier then takes this inquiry for an application for Bonds and returns them to the buyer as soon as they are made up. In this way we are doing a direct sales job as we do for our other mail-pull products. Early returns show this is going to be fairly successful."

WSVB met recently with the civic fathers of Harrisonburg and formulated plans to build a large stage in the center of town. Amateur talent from the region will be called upon to help push the drive, with station salesmen and favorite performers on hand selling War Bonds. Booths are to be set up by local merchants and banks, while WSVB will air a special show each Saturday from 7 to 8, following a band concert. "This," adds Mr. Johnson, "should wake up the Valley, as there has been no ballyhoo down here yet on Bond sales."

#### VICTORY IN A MARKET BASKET \*\*

If there's one thing this country has mountains of, it's food. We may be a little hard-put for pate-de-foie-gras and French wines, we may be short of tin cans to pack our food in - but we've still got plenty of beans, spinach, hamburger steak and other plain, honest vittles. Americans are the best-fed folks in the world. That's probably why we can perform such impossible feats of industrial magic, and why we have the longest Congressional debates of any nation extant.

Some of our foods, though, are ideally suited for preservation in dried, powdered or pickled form. Others are pretty perishable and must be consumed right away, or kept by means of costly refrigeration. Consequently, when we select food to be shipped overseas to our troops - and to many of our United Nations allies who fight on empty stomachs - we have to take whatever edibles can be most easily preserved without loss of nutritional value.

What's all this got to do with radio? Well, the Agricultural Marketing Administration of the Department of Agriculture is conducting a nationwide campaign, designed to have the American housewife build her daily menu around



"Victory Food Specials." These are foods of which we have oodles - bumper crops, perishables that won't stand the overseas voyage, commodities that might otherwise go to waste. If the housewife buys these, then the foods which our fighters need will be freed for front-line use.

The "Victory Food Specials" are marked at stores by a special symbol (a full market basket, with a letter "V" in the foreground and the words "Victory Food Special" written across the base of the "V"). They really represent "best buys" at any particular time of the year since, being surpluses, most of them will be attractively priced. The campaign is now considered so important that it'll be included on the OWI Allocation Plan beginning August 17.

Radio can secure full information from the Department of Agriculture on this new set-up. Home forums, women's commentators, daytime serials - are all urged to put across one important thought - every day the housewife markets, she can help win the war by looking for the food basket with the "V" symbol and buying these "Victory Food Specials." The Victory Food Special symbol is the homemakers' guide to wise wartime buying.

It's a smart idea. Give it a good build-up in your city. While you're at it, you might as well tell the women listeners to make sure that their shopkeepers have posted ceiling prices on price-fixed commodities and are complying with price-control regulations.

#### A PAUSE FOR PRAYER \*\*

There's a thought that comes to us by roundabout channels, suggesting that in these serious times all broadcasters would do well to offer a prayer each day as part of their regular program schedules - a brief and sincere prayer of perhaps one minute's duration.

The idea, of course, is not new. But the fact that it's being used on a few stations in no way detracts from its merit as universal practice by all stations. The exact time of day - whether at sign-on, sign-off, noon, sundown or late evening - is a matter to be determined by the individual broadcaster. We think you'll be interested, though, in how WVVA of Wheeling, West Virginia, has handled the matter during the past three years. Local churches of all denominations are invited to take their turn in presenting a short prayer each day at noon, actually given over the air by the pastors of the individual churches.

There's a dignity and meaning to this arrangement that can never be duplicated by having some staff announcer deliver the prayer. It integrates the station more closely with the people it serves, and provides a solemn pause of devotion, too often neglected in the whirl of wartime. We pass along the idea for your serious consideration.

#### THIS HELPS EVERYBODY \*\*

Look at it this way. The armed forces need trained radio men. They need them desperately, and can't be blamed for trying to woo away your best technicians, your studio and transmitter engineers. It isn't that they want the very men you now have to run your station. They just want men who can tell an ohm from a watt, and read code, and operate the kind of radio receivers you don't get Charlie McCarthy on.





So why not help them get these men? It's an idea the BVC has advanced long o'er this. Use your present technical staff to give novices some of the requisite background which the Army and Navy seeks in its communications recruits. Why not follow the footsteps of Philadelphia's WFIL?

Last week (July 21) WFIL opened its "Radio Code School for Navy Applicants." It offers a pre-enlistment training course in code work, and hands over to the Navy Recruiting Service technically-primed men who are able to copy between 20 and 25 words a minute. Plans call for an output of 25 to 50 new recruits every 90 days. Six volunteer instructors, all members of the WFIL staff, initiate the candidates into the mysteries of brass-pounding and radio theory. The school operates three hours nightly, five nights a week. Before being admitted to the class, students must pass the regulation physical examination at the Navy Recruiting Office. All special equipment - keys, headphones, oscillators, etc. - are donated by WFIL.

It's a grand idea. The Navy is rabidly enthusiastic at the saving of time and expense afforded, not to mention whirling a happy hornpipe on finding that these men are ready-trained when sworn in.

WFIL tells us that it would be delighted to put its plans at the disposal of any other station which wants to make a similarly significant contribution to the war effort. Drop a line to Roger W. Clipp, WFIL's general manager. Tell him we told you. Tell him we think it's a bang-up, swell idea....

#### DEPT. OF CLARIFICATION \*\*

For the sake of the record, we'd like to revise somewhat a statement appearing herein last week (BVC Newsletter #25) pertaining to the scrap salvage campaign now raging across the land. It had to do with the quantity of cash being spent to promote the drive - which will be in the neighborhood of two million dollars. Of this, a quarter million is earmarked for radio. The way the words came out last week, it sounded like maybe \$1,750,000 had pulled an Indian rope trick and would never be seen again.

'Tisn't so. Radio gets one-eighth. The rest goes primarily into buying newspaper space. Of course this isn't the kind of pro-rating we'd have done if given the chance, but it should be pointed out that (as we understand it) no governmental agency will contribute financially to the drive, and the selection of both newspapers and radio stations is left completely in the hands of the advertising agency concerned. Which is to say, McCann-Erickson. The appropriation comes from private industries. Maybe before long radio will get a fairer share.





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